

# HC says no to use of 'jhakaas' for profit

Curbs use of Anil Kapoor's image, name, voice and catchphrase

BHAVINI MISHRA  
New Delhi, 20 September

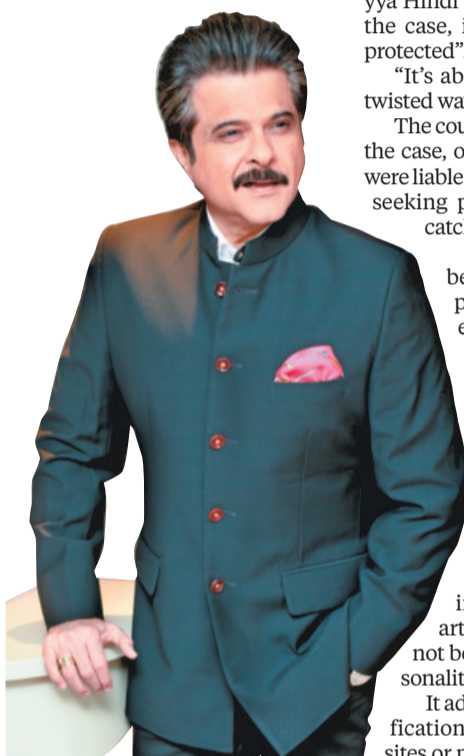
If you plan to use Anil Kapoor's catchphrase "jhakaas" to mint money, brace for a legal "yudh" with the actor. The Delhi High Court on Wednesday restrained the misuse of his name, image, voice and other attributes of his persona for commercial gain.

## ON A ROLE

■ Anil Kapoor debuted as an actor with the film *Hamare Tumhare* in 1979

■ His role in *Yudh* (1985) gave birth to the iconic 'jhakaas' expression

■ The actor has so far starred in more than 100 films, besides television shows and lending his voice in some projects



Justice Pratibha Singh also barred the use of artificial intelligence (AI) tools to morph the actor's image or use it for GIFs for monetary gain, adding that these violated his rights.

Advocate Pravin Anand, appearing for Kapoor, also sought to protect the use of the signature catchphrase "jhakaas", which he says was first uttered by the actor in the movie *Yudh* (1985). The expression, which loosely translates to "awesome", has caught on over the years with Kapoor reprising it publicly many times. Anand told the court that Kapoor's unique delivery of "the said word/expression/dialogue" has become a signature of him, gaining him so much popularity that people instantly associate him with it.

But the court wasn't convinced, saying that "jhakaas" is "Bambaiyya Hindi and if that is the case, it cannot be protected".

"It's about how he says it, in a twisted way," Anand argued.

The court replied that if that was the case, other actors or celebrities were liable to approach the judiciary seeking protection of their own catchphrases.

"Depends if they are being shamed, used for porn, then yes, they will be entitled," Anand said.

Anand also sought to restrain the use of the actor's initials, AK, his nicknames such as Laxhan, Mr India, Majnu Bhai and Nayak, without his consent.

The court said that while free speech is protected in the form of satire, write-ups, news articles and parody, it cannot be used to tarnish the personality of an individual.

It added that there is no justification for unauthorised websites or platforms to make people

believe that they are getting Kapoor to be a "motivational speaker".

"The celebrity's right to endorsement could be a major source of livelihood, which cannot be allowed to be destroyed by permitting illegal merchandise," it said.

In 2022, actor Amitabh Bachchan filed a suit seeking protection of his personality rights on the grounds that his name, voice and images were being misused by third parties. The suit was filed against the named defendants as well as an unknown "John Doe". The Delhi High Court granted an ex-parte, ad-interim order protecting the plaintiff's personality rights, effectively restraining others from misusing Bachchan's personality and publicity rights.

Kapoor decided to approach the court in July after seeing YouTube short videos featuring AI generated "deepfake" videos which superimposed his face on other actors. When his team searched the Internet they found instances of third-party misappropriation of his personality.

The Union Ministry of Electronics and Information Technology was also asked to issue blocking orders against pornographic videos that used morphed images of the actor.

"It is emphasised that it is of grave concern to the plaintiff (Kapoor) that in the context of personality/publicity rights, tools such as generative artificial intelligence are being used by individuals, at the prejudice and cost of the plaintiff's hard-earned goodwill and reputation," Kapoor submitted to the court.

Safir Anand, joint managing partner, Anand & Naik, said the importance of protecting celebrity rights or the rights associated with a celebrity owing to their status was growing in India. "This order in favour of Anil Kapoor is a welcome move in recognising and controlling unlawful exploitation of the uniqueness and persona developed and loved by fans of the celebrities worldwide."

The court said that while free speech is protected in various forms, it cannot be used to tarnish the personality of an individual

# Big 'M' index: Study hints at how mom-in-law may show the way

Women living with unemployed mothers-in-law less likely to get jobs

SHIVA RAJORA & ASIT RANJAN MISHRA  
New Delhi, 20 September

Mothers-in-law may well hold the key to job prospects of married women.

Women living in households with their unemployed mothers-in-law are 20 per cent (urban) to 30 per cent (rural) less likely to be employed compared to their peers who do not share space at home with their mother-in-laws, according to a report by the Azim Premji University that highlights strong intergenerational effect of gender norms.

"However, if the mother-in-law was present and employed herself, this is associated with a higher likelihood of women's participation to the extent of 50 per cent (rural) to 70 per cent (urban) more than households with no mother-in-law present," the report titled "State of Working India, 2023", based on analysis of the Periodic Labour Force Survey (PLFS) 2021-22 data, said.

The report said the presence of a mother-in-law in a household may influence a woman's employment status in two different ways. "On the one hand, it could mean sharing of childcare responsibilities allowing women to pursue paid employment. On the other hand, it may imply the presence of greater



restrictions around mobility and autonomy including employment," it added.

However, the report noted that income and gender norms may be playing a role in such situations as well. "Low-income households require additional earnings mandating all adults (men and women) to participate in employment, and norms around women's employment may be looser when another senior female member is also employed," it said.

The report said the husband's income level also impacts the wife's

employment status. The PLFS data shows that in households where the husband's earnings are high, the probability of the wife being employed is low. The fall slows down as husband's incomes increase in rural India, while for urban areas there is a reversal beyond a certain level of income.

"As husband's earnings keep rising, from approximately ₹40,000 per month onwards, there is an increased likelihood of wives being employed. This U-shaped pattern could result from a change in norms with rising incomes or it could

also be due to the fact that such husbands are matched with higher educated wives who have preferences as well as opportunities to access better paid work," it added.

The report said in 2020-21 (pandemic year), in net terms women lost out on formal employment with a shift towards self-employment due to distress.

Compared to the April-June 2018 quarter, salaried employment for women was down a cumulative 8 percentage points according to the most recent available data (October-December 2022) while self-employment was up 14 percentage points, the report noted.

"This is a cautionary note against placing too much emphasis merely on rising work participation rates for women. If participation rises due to economic growth and rising labour demand, this has very different implications than if it rises due to falling household incomes, which force women into self-employment," the report said.

The report said gender-based earnings disparities have reduced. In 2004, salaried women workers earned 70 per cent of what men earned. By 2017, the gap had reduced and women earned 76 per cent of what men did. "Since then the gap has remained constant till 2021-22."

# Nashik onion traders go on strike



AGENCIES  
Nashik/New Delhi, 20 September

Onion traders on Wednesday said they suspended auctions in all agriculture produce market committees in Maharashtra's Nashik district and threatened to continue the protest indefinitely, raising fears of shortage of the kitchen staple in retail markets and a hike in prices.

Trade sources said there could be an immediate ₹2 per kg rise in prices due to disruption of supplies, but the impact won't be big as the National Agricultural Cooperative Marketing Federation of India and

National Cooperative Consumers' Federation of India are liquidating their onion inventories.

An office-bearer of the Nashik District Onion Traders Association said they were protesting against the Centre's recent move to increase export duty on onions up to 40 per cent, which will remain in force till December 31. "We have decided to shut the auction of onions in all agricultural produce market committees in the district indefinitely. This (export duty hike) decision will not only make export of onions tough but also affect the onions in transit, causing huge loss to farmers."

**Bank of Baroda**  
www.bankofbaroda.in

BANK OF BARODA  
INFORMATION TECHNOLOGY DEPARTMENT  
BARODA SUN TOWER, MUMBAI

**TENDER NOTICE**

Bank of Baroda invites Request for Proposals for the following.

- Request for Proposal for Empanelment of Service Providers for Supply, Installation, Commission, Integration and Maintenance of High Throughput Satellite (HTS) VSAT Connectivity for 3 Years.
- Request for Proposal for selection of Service Provider for Vehicle Pricing Data Aggregation for Auto Loan Application Processing.

Details are available on www.bankofbaroda.in under Tenders section.

"Addendum", if any, shall be issued on Bank's website www.bankofbaroda.in under tenders section. Bidders should refer the same before final submission of their proposal.

Last date for bid submission: 12<sup>th</sup> October 2023.

Place: Mumbai  
Date: 21.09.2023  
Chief General Manager (IT)

**TATA POWER**  
The Tata Power Company Limited  
(Corporate Contracts Department)

The Tata Power Company Limited, Smart Center of Procurement Excellence,  
2<sup>nd</sup> Floor, Sahar Receiving Station, Near Hotel Leela, Sahar Airport Road,  
Andheri East, Mumbai-400059, Maharashtra, India  
(Board Line: 022-67173941)

**Notice for Inviting bids**

Tender ref no: Tender/Trombay/Coal/04/23-24

The Tata Power Company Limited, a company organized and existing under the laws of India, whose registered office at Bombay House, 24, Horni Mody Street, Mumbai 400001, India intends to source low calorific value with low Sulphur and low ash Imported Thermal coal for its 750 MW coal based Thermal Power Plant at Trombay, Mumbai, Maharashtra.

Bids are invited from reputed Coal suppliers for supply of 4.8 lacs Metric Ton (+/- 10%) Indonesia origin coal, with typical coal specification - Gross Calorific Value of 4200 Kcal/kg (GAR), 0.25% Sulphur (Air dried basis) and 3.0% Ash (Air dried basis) from the delivery period within November 2023 to December 2023. The interested bidders are requested to visit the website <https://www.tatapower.com/tender/tenderlist.aspx> for further details. Eligible Bidders willing to participate may submit their expression of interest latest by **17:00 Hrs. (IST) 26<sup>th</sup> September 2023**. Future corrigendum's (if any), to the above tenders will be published on Tender section on our website- <https://www.tatapower.com> only.

**FORM G**  
INVITATION FOR EXPRESSION OF INTEREST FOR 'NIRMAL LIFESTYLE (MULUND) PRIVATE LIMITED' OPERATING IN REAL ESTATE SECTOR AT MUMBAI  
(Under Regulation 36A (1) of the Insolvency and Bankruptcy (Insolvency Resolution Process for Corporate Persons) Regulations, 2016)

**RELEVANT PARTICULARS**

1. Name of the Corporate Debtor along with PAN/CIN/LLP	Nirmal Lifestyle (Mulund) Private Limited CIN: U74999MH2007PTC177019
2. Address of the registered office	Nirmal Lifestyle Head Office, LBS Marg, Mulund (W), Mumbai - 400080.
3. URL of website	<a href="https://www.incorpstructuring.com/nirmalmulund.html">https://www.incorpstructuring.com/nirmalmulund.html</a>
4. Details of place where majority of fixed assets are located	The details can be sought from the RP by emailing at <a href="mailto:cirp.nirmalmulund@gmail.com">cirp.nirmalmulund@gmail.com</a>
5. Installed capacity of main products/services	Not Applicable
6. Quantity and value of main products/ services sold in last financial year	Not Applicable
7. Number of employees/workmen	NIL
8. Further details including last available financial statements (with schedules) of two years, list of creditors are available at URL:	The details can be sought by emailing at <a href="mailto:cirp.nirmalmulund@gmail.com">cirp.nirmalmulund@gmail.com</a> and/or Virtual Data Room in accordance with the provisions of the Code and Regulations made thereunder
9. Eligibility for resolution applicants under Section 25 (2)(h) of the Code is available at URL:	The detailed invitation for expression of interest which shall include eligibility for resolution applicants u/s 25 (2)(h) of the Code can be sought by emailing at <a href="mailto:cirp.nirmalmulund@gmail.com">cirp.nirmalmulund@gmail.com</a> and is available at <a href="https://www.incorpstructuring.com/nirmalmulund.html">https://www.incorpstructuring.com/nirmalmulund.html</a>
10. Last date for receipt of expression of interest	October 6, 2023 The detailed invitation for expression of interest can be sought by emailing at <a href="mailto:cirp.nirmalmulund@gmail.com">cirp.nirmalmulund@gmail.com</a> and is available at <a href="https://www.incorpstructuring.com/nirmalmulund.html">https://www.incorpstructuring.com/nirmalmulund.html</a>
11. Date of issue of provisional list of prospective resolution applicants	October 16, 2023
12. Last date for submission of objections to provisional list	October 21, 2023
13. Last date of issue of final list of Prospective Resolution Applicants	October 31, 2023
14. Date of issue of Information Memorandum, Evaluation Matrix and Request for Resolution Plans to Prospective Resolution Applicants	November 5, 2023
15. Last date for submission of Resolution Plans	December 5, 2023
16. Process email id to submit EOI	<a href="mailto:cirp.nirmalmulund@gmail.com">cirp.nirmalmulund@gmail.com</a>

Sd/-  
Amit Vijay Karia  
Resolution Professional of Nirmal Lifestyle (Mulund) Private Limited  
(Undergoing CIRP vide order dated July 11, 2023)  
Registration Number: IBB/PA-001/IP-P02600/2021-2022/13969  
AFA: AA1/13969/02/241223/105303 is valid till December 24, 2023  
E-mail Id registered with IBBI: [amit.karia@yahoo.co.in](mailto:amit.karia@yahoo.co.in)  
Address registered with IBBI and Process specific address for correspondence:  
405, Hind Rajasthan Building, D. S. Phalke Road, Gautam Nagar, Dadar East, Mumbai - 400014.  
Process specific email id for correspondence: [cirp.nirmalmulund@gmail.com](mailto:cirp.nirmalmulund@gmail.com)  
Process Website: <https://www.incorpstructuring.com/nirmalmulund.html>  
Date: September 21, 2023, Place: Mumbai

**TELANGANA STATE POWER GENERATION CORPORATION LIMITED**  
VIDYUT SOUDHA :: HYDERABAD - 500 082

**Tender No. & Value of work**  
T.No.e-17/CEG/SEG-III/E8A15/Crusher Hammers/TSGENCO/23-24

Manufacture, Testing and Supply of assorted sizes of Crusher Hammers required for various Thermal Power Stations. Value of the works: ₹.1,35,41,701/- . Scheduled Open & Closing Date: 06.09.2023 at 18:00 Hrs & 29.09.2023 at 11:00 Hrs

T.No.e-11/CE/Civil/Thermal/TSGENCO/2023-24

KTPS-V & VI Stages - Arresting leakages from roof slab at IX Unit and X Unit area @ EL (+) 34.00 m from Column No.5 to 23 of TG Building of Kothagudem Thermal Power Station-V Stage, Paloncha, Bhadradi Kothagudem Dist. Value of the works: ₹.38,93,240/- . Scheduled Open & Closing Date: 13.09.2023 at 17:00 Hrs & 03.10.2023 at 17:00 Hrs.

T.No.e-34/CGM(Adm)/TSGENCO/2023-24

Supply of various stationary items and xerox paper required for Corporate Office, Hyderabad. Value of the works: ₹.25,34,028/- . Scheduled Open & Closing Date: 11.09.2023 at 17:00 Hrs & 13.10.2023 at 15:00 Hrs.

T.No.e-05/ED/Civil/Hydel/TSGENCO/2023-24

SGPP - Construction of Compound Wall around the boundary of TSGENCO land on Right side of PWD road towards Patancheru in Shankarpally Village & Mandal of R.R.Dist. Value of the works: ₹.1,12,93,285/- . Scheduled Open & Closing Date: 13.09.2023 at 17:00 Hrs & 29.09.2023 at 15:00 Hrs.

T.No.e-136/CE/O&M/KTPS-VII Stage/TSGENCO/23-24

KTPS-VII Stage - Procurement of LT Power Cables & Control Cables for Kothagudem Thermal Power Station Stage-VII, Bhadradi Kothagudem Dist. Value of the works: ₹.28,33,000/- . Scheduled Open & Closing Date: 05.09.2023 at 15:00 Hrs & 06.10.2023 at 15:30 Hrs.

For further Details: " www.tsgenco.co.in, <https://tender.telangana.gov.in>

**GROW YOUR BUSINESS WITH BUSINESS STANDARD - THE SMART CHOICE TO REACH THOSE WHO MATTER!**

Write to [sales@bsmail.in](mailto:sales@bsmail.in) now, for a customised solution to your business requirements

**Business Standard**  
Insight Out

#BSBankingShow

**SBI**  
The banker to every Indian  
PRESENTS

**THE Business Standard BANKING SHOW**

Thursdays | 11am

**IN TODAY'S EPISODE**

**Can the Paytm Card Soundbox upend the PoS market?**

**Exclusive Q&A with Prashant Tripathy, MD & CEO, Max Life Insurance**

**How has RBI made life easier for retail borrowers?**

**Tamal Bandyopadhyay on the future of microfinance**

Visit [mybs.in/BankingShow](https://mybs.in/BankingShow) or scan this code to watch

businessstandard | bsindia | business.standard | business-standard.com